

The Safety Attitude™

Beyond Compliance – The Next Step To Zero



What is Safety Attitude? It's how your people think of safety. A Safety Attitude goes beyond the time clock. A Safety Attitude has no start and end time. A Safety Attitude is a state of mind - not a tolerance for the rules while on shift. Look, if compliance worked, we'd all be at Zero all of the time.

What Most Safety Professionals Miss In Trying To Build A Culture of Safety

Are you instilling a Safety Culture or simply a safety compliance program? What's the difference? Safety compliance makes your people wear their requisite PPE during their shift but then the workers go home and cut their lawn wearing sandals. That's not Safety Attitude or Safety Culture. That's just plain tolerating the rules only because they're forced to.

Without addressing Safety Attitude, you will never successfully establish a Culture of Safety. Because everything that you're doing now is based on the assumption that workers want to learn. That is a potentially fatal assumption. That's like sending a kid to hockey camp for two weeks to sharpen his skills when he really has no desire to play competitive hockey - his father wants him to.

What The Safety Attitude™ Promises



In the first few moments of Kevin's presentation, you'll know that this is not another boring safety meeting. Here's what Kevin's Safety keynote gives you:

- Hands-on Safety Attitude tools that you can use now
- Laugh-out-loud Safety Attitude stories
- Connect-the-dots how safety today affects future security
- A new take-action-today safety mindset
- Flat-out Safety Attitude fun with Kevin's wit and wisdom
- Makes attitude, accountability and responsibility the new "bottom-line" for safety

What Is Your Safety Attitude?

Safety is an Attitude. Occupational Health and Safety is a program.

Now, you have two choices: address Safety Attitude and Safety Culture at your next safety meeting - or - "hope and pray" a little harder that you can get to Zero without addressing the Attitudes that are causing the incidents.

Kevin Burns

Workplace Expert and Safety Culture Strategist

Kevin Burns is an outstanding keynote speaker, worldwide columnist and international Blogger of influence, consultant and thought-leader. He is the author of eight books including his forthcoming, **Tweak™ – Building A Better**



Workplace In 10 Seconds Or Less! He is opinionated, blunt, direct, funny, thought-provoking, incredibly well-researched and usually ... right!

A former syndicated newspaper columnist on human dynamics and internal motivation and an internationally acclaimed thought-leader and workplace strategist, he brings his expertise to your organization.

In addition to his many speaking appearances before vast and varied corporate, association, government and safety audiences, Kevin, through his company

Burns Group International (BGI) has developed numerous proprietary strategies and systems on how to improve personal results while contributing to a solid workplace environment, Culture, management and how to plan for the inevitable - the workplace of the future.

Burns Group International (BGI) is a company dedicated to improving employee and leadership attitudes within the Corporate Culture environment to improve performance, productivity, revenues and safety while at the same time lowering staff turnover, customer-loss, negativity and stress.



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